



Departmental Quarterly Performance Report

Department Name: COMMUNICATIONS

Reporting Period:

2004-2005

2nd QUARTER

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MAJOR PERFORMANCE INITIATIVES

ES2-1 Provide easily accessible information regarding County services and programs:

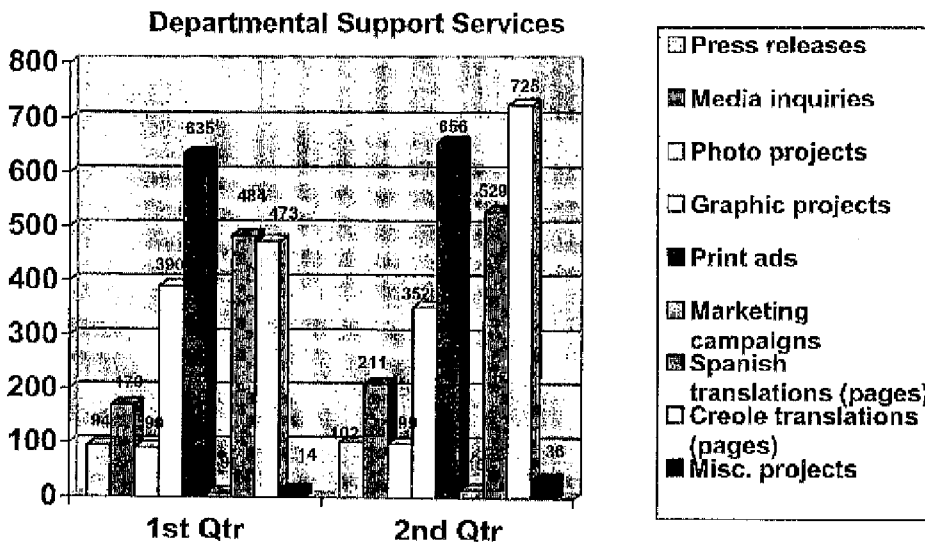
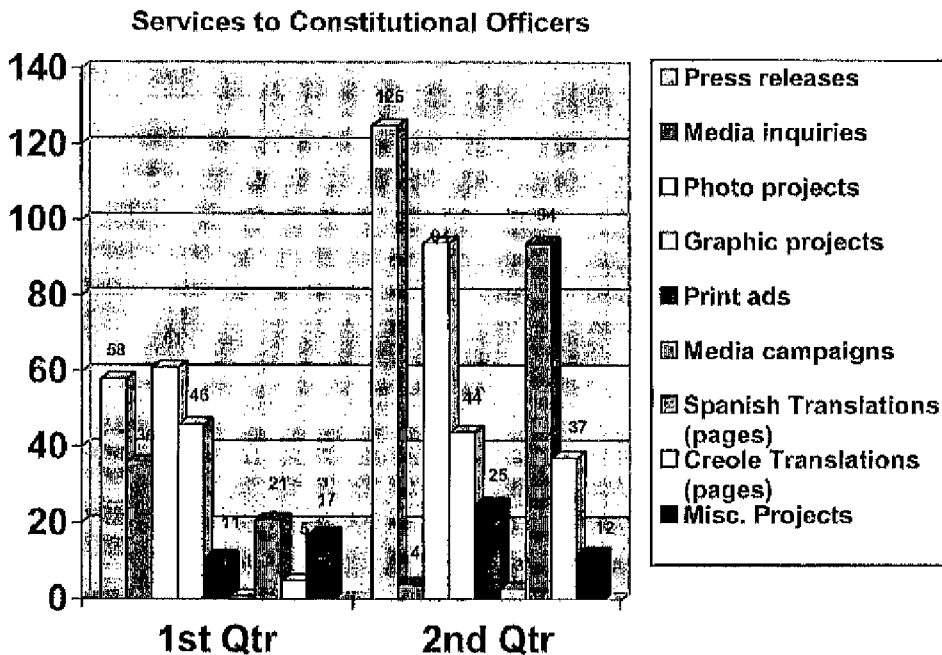
- Implement the Countywide communications plan utilizing County owned and controlled resources to inform the community about County services, programs and events, issues and general information.
 - o On December 20, 2004, the County Manager distributed the communications plan to all department directors and department public information officers.
- Create and distribute a quarterly newsletter to all employees, which will include department news, employee profiles, and features on volunteer activities.
 - o During the second quarter, one edition of the employee newsletter, The Employee Source, was produced and distributed. Two editions of this newsletter have been produced and distributed to date.
- Create and distribute countywide, a quarterly, tabloid-size newspaper, that will include a wide range of information on the county.
 - o During the second quarter, two editions of the county tabloid-size newspaper, Miami-Dade NOW, were produced and distributed. Two editions of this newspaper have been produced and distributed to date.
- Produce and televise episodes of the program "Get to Know Your County Commissioner," as requested by members of the Board of County Commissioners.
 - o During the second quarter, eight episodes were produced. Year to date, 13 episodes have been produced.
- Produce and televise a minimum of four episodes of the program, "County Connection" annually.
 - o During the second quarter, no episodes were produced. Year to date, one episode has been produced.
- Produce a minimum of 20 episodes of Miami-Dade NOW and Miami-Dade AHORA annually.
 - o Four episodes of each program were produced during the second quarter. Year to date, eight episodes of each program were produced.
- Produce and televise a minimum of 70 promotional spots annually.
 - o As of March 31, 2005, 29 promotional spots have been produced for six departments. The program has been modified to provide our clients the option of producing magazine segments. These videos will replace spots during the fiscal year. As of March 31, 2005, 8 magazine segments have been produced.

Strategic Plan
 X Business Plan
 Budgeted Priorities
 X Customer Service
 ECC Project
 Workforce Dev.
 Audit Response
 Other _____
 (Describe)

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ES2-2 Provide responsive communications services (advertising, marketing, public relations, publications, etc.) for other County departments.

Strategic Plan
X Business Plan
Budgeted Priorities
X Customer Service
ECC Project
Workforce Dev.
Audit Response
Other
(Describe)



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ES2-3 Promote a positive image of County government

- Place a minimum of 48 articles in the named publications annually.
 - o Through the end of the second quarter, 300 articles have been placed.
- Place a minimum of \$1.05 million of ads via the Community Periodical Program annually.
 - o Through the end of the second quarter, \$493,000 has been spent.
- Place a minimum of \$150,000 of ads with the AM Radio Program annually.
 - o Through the end of the second quarter, \$202,000 has been spent. The bulk of this year's allocation was used towards funding extraordinary requests such as the GOB marketing campaign and Elections outreach.
- Publish 12 columns or 12 photo captions annually in a minimum of 10% of participating publications annually.
 - o As of March 31, 2005, 166 photo captions have been placed in 75% of participating publications.

☐ Strategic Plan
☒ Business Plan
☐ Budgeted Priorities
☒ Customer Service
☐ ECC Project
☐ Workforce Dev.
☐ Audit Response
☐ Other _____
(Describe)

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Personnel Summary

A. Filled/Vacancy Report

NUMBER OF FULL-TIME POSITIONS	Filled as of September 30 of Prior Year	Current Year Budget	Actual Number of Filled and Vacant positions at the end of each quarter							
			Quarter 1		Quarter 2		Quarter 3		Quarter 4	
			Filled	Vacant	Filled	Vacant	Filled	Vacant	Filled	Vacant
	56	61 ^(A)	53	8	54	7				

Note (A): The authorized position count includes three coverage positions, which were funded as apart of the approved annual budget hearing.

Notes:

B. Key Vacancies:

As of March 31, 2005, the Communications Department maintained seven (7) vacancies: Advertising Assistant, Manager of the Marketing & Public Affairs Division, Marketing Coordinator, Media Relations Specialist, Graphic Designer, Videographer Editor and Speechwriter (Mayor's Office).

C. Turnover Issues: None

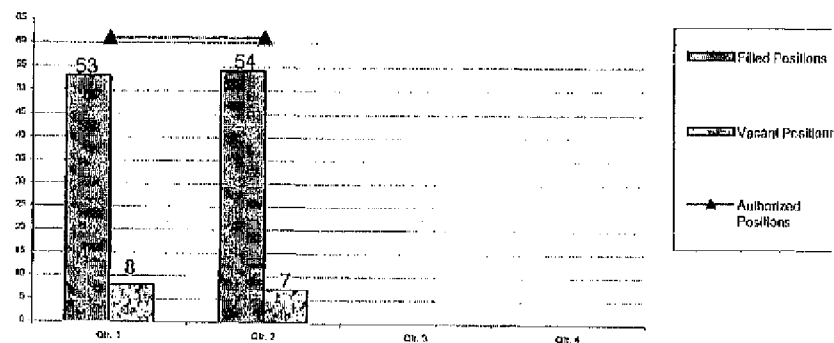
E. Skill/Hiring Issues: None

F. Part-time, Temporary and Seasonal Personnel:

The Communications Department had 10 filled part-time positions during this quarter; the bulk of these positions are within Miami-Dade TV. These positions are used to produce programming and provide on air talent. They also augment staffing while providing production assistance during gavel-to-gavel coverage of County Commission meetings.

G. Other Issues:

Personnel Chart of Authorized, Filled and Vacant Positions



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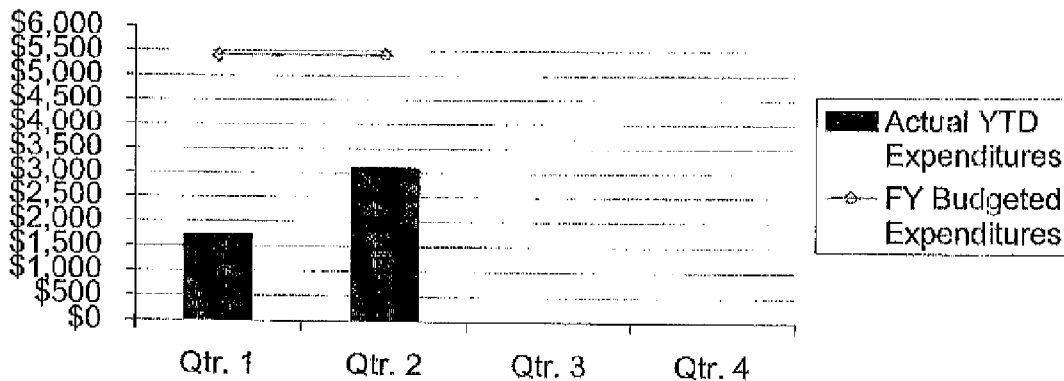
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FINANCIAL SUMMARY

(All Dollars in Thousands)

	PRIOR YEAR ACTUAL	Total Annual Budget	CURRENT FISCAL YEAR					
			Quarter		Year-to-date			% of Annual Budget
			Budget	Actual	Budget	Actual	Variance	
Revenues								
General Fund	\$3,231	\$3,767	\$0	\$0	\$0	\$0	\$0	0.00%
Promo Spot Program	1,577	1,455	0	470	0	470	(470)	32.30%
Contrib. from Seaport	136	136	0	0	0	0	0	0.00%
Tape Dubbing	54	40	10	13	20	15	5	37.50%
Video Prod. Services	0	2	1	0	1	0	1	0.00%
Carryover	155	0	0	0	0	0	0	0.00%
Total	\$5,153	\$5,400	\$11	\$483	\$21	\$485	\$(464)	8.98%
Expense*								
Personnel	\$4,691	\$4,808	\$1,202	\$1,157	\$2,404	\$2,419	(\$15)	50.31%
Operating	541	566	142	220	283	639	(356)	112.90%
Capital	4	26	7	0	13	24	(11)	92.31%
Total	\$5,236	\$5,400	\$1,350	\$1,377	\$2,700	\$3,082	(\$382)	57.07%

**FY Budgeted Expenditures v.s.
Actual YTD Expenditures**
(thousands of \$)



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STATEMENT OF PROJECTION AND OUTLOOK

Notes and Issues:

Revenues:

General fund revenue will be transferred to the department at year-end.

Promotional Spot Program revenue collected during the quarter totaled \$470,000. The remaining balance of \$985,000 will be collected during the third and fourth quarters.

Contributions from Seaport may not be realized. It is anticipated that this allocation will be transferred to the Office of the Chairman for protocol services.

There was \$15,000 of tape dubbing revenue collected during the first quarter. This represents approximately 37.5% of budgeted tape revenue. We anticipate meeting our budget goal of \$40,000 and will collect the balance in the remaining months of the fiscal year.

Expenditures:

Personnel cost were slightly over budget during the second quarter due in large part to the additional cost of maintaining the Protocol and Employee Recognition sections on our payroll for 45 days after they were to be transferred to the Office of the Chair. This cost will be transferred to the Office of the Chair.

Operating cost was over budget during the first quarter. Most of this is attributable to cost that will be reimbursed to the department such as cost for the AM Radio Program, Haitian/Creole TV Programming, and unfunded costs including the Mayor and BCC installation ceremonies. Additional costs incurred that will be reimbursed include publication of a countywide tabloid newspaper and the employee newsletter. These costs will be reimbursed during the fourth quarter.

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DEPARTMENT DIRECTOR REVIEW

The Department Director has reviewed this report in its entirety and agrees with all information presented including the statement of projection and outlook.

Signature

Department Director

Date

5/21/05